

Message Text

UNCLASSIFIED

PAGE 01 DAKAR 04509 160852Z

10
ACTION AF-08

INFO OCT-01 EB-07 ISO-00 /016 W
----- 033389

R 151800Z JUL 76
FM AMEMBASSY DAKAR
TO USDOC WASHDC
INFO SECSTATE WASHDC 5782

UNCLAS DAKAR 4509

E.O. 11652: NA
TAGS: BBAK BEXP BFOL SG
SUBJECT: WTDR/FTI- SOCIETE SENEGALAISE DE REPRESENTATIN,
D APPROVISIONNEMENT ET DE DISTRIBUTION (SERADIS)

REF: USDOC WASHDC 09504

1. COUNTRY SENEGAL
 2. COUNTRY CODE 744
 3. SERIAL NO 0010700
 4. SENEGALAISE DE REPRESENTATION , D APPROVISIONNEMENT ET DE DISTRIBUTION (SERADIS)
 - 4A. CODE K
 - 4B. CODE A
 - 4C. CODE X
 5. DP 2029 46 RUE VINCENS
 6. DAKAR SENEGAL
 7. ESTABLISHED 1964
 8. EMPLOYS 43
 9. SIZE (20-X) MEDIUM
 10. REPUTATION (22-X) GOOD
 11. SALES AREAS COVER SENGAL MALI MAURITANIA AND CAP VERT ISLANDS.
 12. REPORTING DATE: 07/76
 - 13A. 28199 30/1235 CHEMICAL PRODUCTS
 - 13B. 28445 00/1235 COSMETICS PRODUCTS AND TOILET PREPARATIONS
 - 13C. 35852 00/1235 ROOM AIR CONDITIONERS
 - 13D. 35853 15/1235 REFRIGERATORS
 - 13E. 30111 11/1235 PASSENGER CAR PNEUMATIC TIRES
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13F. 30112 11/1235 TRUCK AND BUS PNEUMATIC TIRES

13G. 36312 12/135 CAMP STOVES AND GAS COOKING APPLIANCES

13H. 32410 10/134 CEMENT PORTLAND

13I. 28121 15/1 LIQUID GAS FOR COOKING

13J. 28794 71/135 RODENTICIDES

13K. 28794 00/135 INSECTICIDES

14. CONTACT ABDOU CISSE

TITLE PRESIDENT DIRECTEUR GENERAL

15. CABLE SERADIS DAKAR

16. TELEX 249 SERADIS-SG

17. TLEPHONE 33013

18. FINANCIAL REFERNECES: BANQUE INTERNATIONALE POUR LE COMMERCE
ET L INDUSTRIE DU SENEGAL (BICIS) 2 AVE ROUME BP

392 DAKAR SENEGAL; SOCIETE GENERALE DE BANQUES AU SENEGAL
(SGBS) 19 AVE ROUME BP 323 DAKAR SENEGAL;

UNION SENEGALAISE DE BANQUE POUR LE COMMERCE ET LINDUSTRIE
(USB) 17 BLVD PINET LAPRADE, BP 56, DAKAR SENEGAL;

BANQUE NATIONALE DE DEVELOPPMENT DU SENEGAL (BNDS)

7 AVE ROUME BP 319 DAKAR SENEGLA; BANQUE SENEGALO-
KOWEITTIENNE (BSK), RUE DAGORNE X THANN, BP 2096 DAKAR SENEGAL.

19. TRADE REFERENCES: GENERAL ELECTIC CO, HOTPOINT DIVISIN,
APPLAINCE PARK, LOUISVILLE KENTUCY 40225;

SHELL SENEGAL, ROUTE DES HYDROCARBURES, BP 144 DAKAR
SENEGAL: SOCIETE OUEST AFRICAAINE DES CEMENTS (SOCOCIM),
BP 29, RUFISQUE SENEGAL.

20. FIREIGN FIRMS REPSRESENTED: GENERAL ELECTIC CO HOTPOINT
DIVISION APPLIANCE PARK LOUISVILLE KY 40225, HOUSEHOLD
APPLAINCES, AIR CONDITIONERS, AGENCY ACQUIRED 1969;
REACTIVOR, FRANCE, FOR COSMETICS; SUMAGRO SPAIN FOR
CHEMICAL PRODUCTS; SUD ATALNTIC WEST GERMANY FOR PNEUMATICS.

21. PRIVATE FIRM ESTABLHSED 1964 BY PRESIDENT ABDOU CISSE, AND
TRANSFORMED APRIL 1976 INTO LIMITED COMPANY WITH CURRENT
WORKING CAPTIAL OF CFA 60 MILLION (\$255,000) AND ANNUAL
SALES OF 800 MILLION CFA (DEMR MILLION).
IMPORT AND REPRESENTATION OF MISCELLANEOUR GOODS AND COMMODITIES
COVERED UNDER PARAGRPH 13 ABOVE.
PRESIDENT ABDOU CISSE AND MANAGMENT CONSIDERED REPUTABLE AND
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EXPERIENCED BY LOCAL BUSINESS COMMUNITY. BANKING SOURES
REPORT OBLIGATIONS MET PROMPLTY. EMBASSY RECOMMENDS SERADIS
AS A GOOD TRADE CONTACT FOR US FIRMS.

2. PREPARED BY A HOUDROUGE AT US EMBASSY DAKAR

APPROVED BY G P WILSON

AGGREY

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 15 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976DAKAR04509
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Margaret P. Grafeld
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EO Systematic Review
04 MAY 2006

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To: COM
Type: TE
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